



The Jewish Federation OF EDMONTON

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Rosh Hashanah Message from the President and CEO

In preparing our Rosh Hashanah greeting, we had a great debate on the important points. Which is the better challah—raisins or plain? Which fish for this holiday table—Gefilte or a fish head? Shofar—Is it a wake up cry or a call to action? No matter which way you slice your challah (or tear it off into chunks) we agree the Jewish Federation of Edmonton is here to secure that there is a strong Jewish future in a safe and supported community.

In agricultural societies, the New Year was the beginning of the cycle of sowing, growth, and harvest. Here in Edmonton, we know the New Year is not the season when we plant and cultivate our gardens. Metaphorically, however, this is an opportune chance for us to consider what we wish to grow and cultivate in our community.

The year 5782 brings with it fresh hopes: for health, for hugs, for travel, and for safe simchas and events! We anticipate what we all learned this past year—about ourselves and our society—can propel us into a year of a renewed focus on what matters most. We believe this is the most appropriate time for our Board to review the data we collected in strategic planning and concentrate on the priorities our constituents have told us they need from our Federation.

The High Holiday season is a time of repentance and reflection, called to action by the blasts of the shofar. Whether you hear the 100 notes as a call to social justice, restored spiritual commitment, or support of the community, the cry of the shofar rouses us from our 'slumber'. While we may understand the call differently, while we may interpret it differently and while we may feel compelled to act on the cry of the shofar differently, we shall come together for the same experience and to sense the essence of the Chag.

Uncertainties riddled the path forward, as the prior 18 months has challenged all of us. Despite this, our community has shown tremendous resiliency, demonstrating leadership in ensuring health and safety and finding new ways to connect and to care for one another. We are proud of the support the Jewish Federation of Edmonton has provided with the COVID-19 Relief Fund to individuals, families, and community institutions. We connected with new parents and babies this summer and ensured social programs throughout the year to suit a broad range of the community. We continue to advocate against the rise in antisemitism, Holocaust distortion and anti-Israel sentiment.



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Our United Jewish Appeal campaign, *Here for Good*, will provide the funds to ensure we truly are here for the good of the community, and for the future of Jewish life in Edmonton. We wish when you hear this call, you join us and give generously.

On behalf of the Board of Directors and the staff, we wish you a L'shanah tovah tikatevu v'tichatemu - "May you be inscribed and sealed for a good year".

Shabbat Shalom,

Steve

Stacey